# Schewels Plans Grand Opening Thursday

Schewel Furniture Company will open its newest store on Main Street in Farmville Thursday, Nov. 29. A special ribbon cutting ceremony will be held at 10 a.m.

Bertram R. Schewel, president of the Lynchburg-based firm, said the new store will be the largest furniture store in Farmville. It will contain approximately 14,500 square feet of display space, and will carry a complete line of furniture, carpet and appliances.

Schewels' new store is located in downtown Farmville in the large building formerly occupied by The Hub Department Store for many, many years. The interior of the building has been completely remodeled. New carpets have been installed throughout the store, with new ceiling, new offices, etc. A modern facade and canopy adorn the Main Street entrance to the store, with the customer parking lot behind the store, with loading and unloading facilities.

Thomas H. Fridy will be manager of the Farmville store. He and other employees are busily arranging the store for the Grand Opening Thursday.

All of the company officials are expected to be here for the Grand Opening, according to Marc A. Schewel, who will supervise the Farmville store as Northern Supervisor of the Schewel group. He pointed out that the Farmville store will be the 20th Schewel store in their growing chain. Prior to the grand opening Thursday, there were 19 stores in 15 cities in Virginia and North Carolina.

Elliot S. Schewel, who is first vice president of the company, said "We are looking forward with enthusiasm to entering the Farmville market. We pledge to continue the friendly service, wide selection, reasonable prices and convenient terms that our customers have enjoyed for over eighty years. Our company is dedicated to service to the community where we operate and we look forward to many years of friendly relations with the people of Farmville and the surrounding counties."

Schewels is dedicated to a full service operation and handles all of their own deliveries, carpet and appliances sales and installation. In addition the company finances all of its own accounts and the customers deal direct with Schewels," commented store manager Fridy.

Fridy also extended a cordial invitation for area residents to drop by the store and register for the free prizes, "Come in and look around," Fridy added. He noted there will be grand opening prizes valued at about $3,000.

BERTRAM R. SCHEWEL
President

ELLIOT S. SCHEWEL
Vice President

MARC A. SCHEWEL
Secretary

CHARLES B. STAPLES, JR.
Treasurer and Comptroller

## *Four Generations Of Schewels*

## *Responsible For 20 Store Chain*

The name "Schewels" is being added to downtown Farmville, as workmen prepare the front entrance of the former Hub building for the new sign. Finishing touches to the building are underway as everything is made ready for the Grand Opening which will be Thursday, Nov. 29.

Schewel Furniture Company with headquarters in Lynchburg, is basically a family-owned and operated business.

Founder of the business was Elias Schewel, who opened the first credit furniture store in Lynchburg in 1897. Headquarters of the company are still in Lynchburg and offices of the corporation make their headquarters in the home office in the main store in Lynchburg.

The Lynchburg store is in the central business district and is the largest in the 20-store chain. The Lynchburg store has over 50,000 square feet of display space.

The first expansion of the company was to Altavista, and the company has grown gradually to its present size. The Farmville store will be the 20th unit in the chain.

Chief executive officers of Schewel Furniture Company, all with life-long interest in the firm and with broad experience in the furniture business, represent the third and fourth generations of the Schewel family active in the organization.

Bertram R. Schewel, 59, is president of Schewel Furniture company. He is married and the father of three children. He is a graduate of Washington and Lee University.

Company vice-president Elliot S. Schewel, 55, also is a graduate of Washington and Lee, married and the father of three children. Currently he is serving as a senator in the Virginia State Senate, representing Lynchburg, Amherst County and Bedford County.

Marc Allen Schewel, 31, is secretary of the Schewel organization. At present he is supervisor of the Northern Division of the Schewel stores.

Another graduate of Washington and Lee, he is married and has two children.

Treasurer and comptroller of the furniture concern is Charles B. Staples, a certified public accountant. Staples is a past-president of the Greater Lynchburg Retail Merchants Association.

Staples resides in Madison Heights, and is in charge of financial planning and reporting. A certified public accountant, he is a graduate of Benjamin Franklin University, Washington, D.C. Married and father of four children, Staples is a native of Lynchburg. He is a director of the Greater Lynchburg Chamber of Commerce and a member of the Methodist church and professional accounting organizations.

The Schewel Company employs approximately 225 people and encourages all employees to participate in community affairs and projects, wherever they are situated.

Schewel stores are located in 15 cities in Virginia and North Carolina, with Danville, Culpeper and Winchester, each having an outlet-type store in addition to the main store.

A spokesman for the company said that he is "looking forward with great anticipation to opening the newest store in Farmville and has found the business and general community to be most cooperative in helping prepare for the Grand Opening."

## Six Year Schewels Veteran To Manage Farmville Store

Thomas H. Fridy, 34, is the manager of the new Schewel Furniture Store in Farmville.

Fridy has been with the Schewels organization for the past six years. He comes to Farmville from Bedford, where he was assistant manager. Prior to that he worked in the headquarters store in Lynchburg.

He grew up in the Lynchburg area, attending E.C. Glass in Lynchburg, and graduating from Parry McCluer, High School in Buena Vista. Fridy served three years in the U.S. Army, with a one-year tour of duty in Vietnam. After his military service he worked on the broadcasting end of WLVA radio and television in Lynchburg for three years before joining Schewels.

His wife is the former Miss Lynn Powell of Anniston, Ala., whom he met while in service. They have three children, Jim, 9; Matt, 3, and Ben, 2.

Fridy and his family are now residing in Farmville, and they are members of Heritage Baptist Church.


Congratulations

TO

Schewels

ON THE GRAND OPENING OF THEIR NEW STORE IN FARMVILLE

We are happy to have been the contractor chosen to do the wiring and electrical work for this beautiful furniture store.

HANNAH
PLUMBING & HEATING CO.
PHONE 392-3590 FARMVILLE, VA.

Congratulations

TO

Schewels

ON THE GRAND OPENING OF THEIR NEW STORE IN DOWNTOWN FARMVILLE!

We are proud to have furnished and installed the attractive suspended drop-in ceiling system for this beautiful store.

THE CARPET HOUSE
PHONE 392-6000 HWY. 15 & 460 WEST FARMVILLE, VA.

Congratulations..... ARE IN ORDER

TO

Schewels

WE CONGRATULATE SCHEWELS ON THE GRAND OPENING OF THEIR SPACIOUS NEW FURNITURE STORE IN FARMVILLE.

WE ARE HAPPY TO HAVE BEEN THE GENERAL CONTRACTOR FOR THE EXTENSIVE RENOVATION AND REMODELING OF THEIR BUILDING.

Booth & Company, Inc.
GENERAL CONTRACTORS
For your every construction need - Residential or commercial
TWO MILES WEST OF FARMVILLE ON HWY. 15 & 460 phone 392-6197 OR 392-6198



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# TIMES-VIRGINIAN

A LIVELY WEEKLY NEWSPAPER AT HISTORIC APPOMATTOX COURT HOUSE, VIRGINIA

TWO SECTIONS - 22 PAGES

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## Father Darkleaf

BY
CALVIN ROBINSON

Viewing the world from My Den window on Martha Street, it is obvious that trees wear as little as they can in Winter. In Summer they put on all their glorious garments of buds, blossoms, fruit, leaves. Not so with humankind. We wear as little as possible in Summer, but pile on sweaters, coats, top coats, scarves, ear muffs, gloves in Winter. Maybe trees do not fear snow, for it provides them with some cover; maybe pines and cedars are Winter favorites because they remain green.

• • •

Christmas decorations are up and I have seen several trees aglow with lights and decorations. Many area communities plan Christmas parades. Cumberland, Brookneal, Farmville, Lynchburg, etc. Received my first greeting card today. Day by day the holiday spirit is taking over.

• • •

My friend, Bro. Moses Covington gave me a copy of The Lynchburg NEWS dated August 28, 1925. Five cents per copy and advertisements of such remembered firms as Guggenheimer's, D. Moses, Millner's, Sports headline, "Yankees wallop Tigers twice" and the Yankee line-up included Dugan, Combs, Gehrig, Ruth, Meusel, Koenig, Durocher, Pipp, Pennock, Shawkey, Hoyt, Collins, Robinson and Bengough. Front page news included early stages of the famous Al Smith, Herbert Hoover campaign for President. Calvin Coolidge was President but did "not choose to run" for reelection. Arkansas governor was Thomas Terral. But it was in honor of Sen. Joe Robinson, not me! The above paper carried no big food ads like the papers of today.

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Another friend brought me copies of newspapers from Billings, Mont., Chicago, Cleveland, etc. Thanks.

• • •

Americans should have excellent memories, for there are so many demands upon memory. Especially right now as we try to address greeting cards and gifts, remember sizes, preferences, and initials. Just how I spent a bit of time writing down some of the initials we are supposed to identify. Try on hand. NFL on CBS, IBM, ITT, RFD, CDD, $GS. AT&T for The Great Atlantic and Pacific Tea Company. ACC for Atlantic Coast Conference. MFG Families per Gallon. RCA for Radio Corp. of America. DAR, UDC, C of C. LLC could be Longwood College, Lynchburg College. LBJ, JFK, LCI (Lions Club International), U.N. for United Nations, VFW for Veterans Foreign Wars. WAC for Women's Army Corps. KC for Knights of Columbus. SA for Salvation Army. ROTC for Reserve Officers Training Corps. RS for Rescue Squad. VFD for Volunteer Fire Dept. VSP for Va. State Police. AHA for American Heart Ass'n. HDC for Home Demonstration Clubs. SERI for Solar Energy Research Institute. SALT for Strategic Arms Limitation Treaty. AKC for American Kennel Club. CVPDC for Central Va. Planning District Commission. FFA for Future Farmers of America. AMA for American Medical Association. DDS for Doctor Dental Surgery. MD, Medical Doctor. DD for Doctor of Divinity. ODK for Omicron Delta Kappa. PBK for Phi Beta Kappa. NRC for Nuclear Regulatory Commission. VEP, VIP and VOP are for the Electric Power, Very Important Person and Voice of the People. OPEC for Organization of Petroleum Exporting Countries. CPR is for Cardio Pulmonary Resuscitation. CETA is for Comprehensive Employment Training ACT. OEO is Office of Economic Opportunity. FTC, Federal Trade Commission. VTA, Va. Teacher's Ass'n. RSVP is Responde s'l vous plait. QED, Thus it has been proved. Ah yes, add in CPA, DA, DH, DOA, SP, MP, RN, LPN, ICA, NASA, VA, VOPS, FBI, ATA, and the best of all USA. Thanks and says next week.

• • •

Upon revealing the pers graph above, it is only a startin se a list of initials we are supposed to know. Can you add fifty more? And MG could be Major General, Master of Ceremonies, but better still, Score Chairman.

## Lions Club Will Host Annual Football Banquet December 13th

The Appomattox Lions Club will meet Thursday, December 13th, at 6:45 p.m. at John Mosby Inn Restaurant when they will host the annual banquet honoring the Appomattox County High School football team and coaching staff.

Daniel E. Wooldridge, a native of Lynchburg, will be the guest speaker for the evening.

Wooldridge is a graduate of Randolph High School and Lynchburg College and did graduate work at the University of Virginia. He was a teacher-coach at William Fleming High School until 1964 when he entered the insurance business. He currently has his own agency in Salem.

He played professional baseball with Pittsburg, officiates high school basketball and football, officiates college basketball in the Southern Conference, ACC, Ohio Valley, Sun Belt, and Metro and he officiates college football in the Southern Conference and also officiates collegiate soccer.

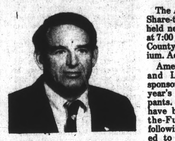
He is a certified international official, having worked the Olympics in Montreal in 1976, the European Men's Championships in Belgium in 1977, the World Invitational Games in 1978, the Spartakiade in Russia in 1979 and has just returned from a European tour where he conducted clinics for the Air Force in Italy, Greece and Turkey.

Wooldridge served as Supervisor of Officials for the Old Dominion Athletic Conference, handling assignment of officials for football, basketball, wrestling, and baseball since the conference was begun in 1976. He has recently been selected Commissioner for the ODAC.

On November 2, 1979, he was inducted into the Lynchburg College Sports Hall of Fame.

Married and the father of three daughters, he is a member of Oakland Baptist Church and is active in the Fellowship of Christian Athletes, the Salem Rotary Club and a member of the Roanoke City School Board.

Every member will want to be present for this special program and Football Banquet.



Daniel E. Wooldridge

## Bloodmobile Visit Set For Monday, Dec. 17

Two weeks from this past Monday will be time for the Red Cross Bloodmobile to visit Appomattox again, Monday, December 17th, so be sure and mark your calendar in case you have not already done so.

Blood is urgently needed and is used at this time of year as well as the other months of the year. The Red Cross must collect blood regularly so the supply can be kept fresh at all times.

I know that you have a lot of things to do at this time of the year but I must remember that those who need blood are counting on you to put the most important things first. We did so well on our last visit that I know we can count on you again and we will go over the top.

I can assure you this will be the most appreciated gift you will give this Christmas season. I will be looking for YOU on December 17th ... come on out and donate blood.

Alice C. Martin, Chairman
Blood Services Program

## Financial Aid Workshop Planned

The Guidance Department of Appomattox County High School announces that a Financial Aid Workshop for College-bound Seniors and Parents will be held on Wednesday, December 12 at 9:00 A.M. in the Appomattox County High School auditorium. Participating Aid Directors from Lynchburg College, Randolph Macon Woman's College, and Central Virginia Community College will present the program. This workshop provides an excellent opportunity for both students and parents to learn of financial aid opportunities and how to apply for all sources of aid.

If parents desire further information they may contact Linda Archer, Joyce Jamerson or Harriett James, Guidance Counselors, at the school. (352-7146).

### BAND BOOSTERS TO MEET MONDAY NIGHT

The Appomattox County Band Boosters will meet Monday night, December 10th, at 7:30 p.m. in the band room at the high school.

Parents of band students and friends of the band are invited to the meeting.

### DAIRY BOWL?

The picture above may appear to be a new bowl stadium under construction. While it is large enough for a football field, it is designed for a position of lower dignity -- an animal waste lagoon.

This lagoon on the Tom Perrow dairy farm is designed by the Soil Conservation Service, (SCS), and is being constructed by Thomas C. Harvey of Lynchburg. It will collect and treat the waste from approximately 200 milk cows. Perrow's milking herd is kept in total confinement which is the trend for larger herds. "It disturbs my cows to operate the tractor to clean the barn and is very time consuming," Perrow notes.

The two barns will be cleaned by flushing about 1,350 gallons of water from flush tanks in each alley. Resultant slurry will pass through an abandoned trench silo which will be used as a settling basin to remove solids. Solid material will be used as bedding material. Liquid will be used as a nutrient source.

When the 3½ acre lagoon begins to fill, it will be used to irrigate hayfields.

"The entire system is designed to reduce labor and improve sanitation and at the same time still recover some of the valuable fertilizer," says Bob McCleary of SCS.

## American Federal To Sponsor 4-H Share-The-Fun

The Appomattox County 4-H Share-the-Fun Show will be held next Wednesday evening at 7:00 P.M. at the Appomattox County High School Auditorium. Admission will be 25 cents.

American Federal Savings and Loan Association has sponsored the awards for this year's Share-the-Fun participants. Over 200 young people have been involved in Share-the-Fun already with the following Junior 4-H'ers selected to appear in the County Share-the-Fun Show: Beth Marston, "The Clown Who Believed in Dreams"; Valarie Guill, a gymnastics routine to "Hey There, Georgie Girl; Demetria Hamlett, dancing to Disco Queen; Jennifer Coleman, "The Wizard"; Kathy Bryan, "Just 'Fore Christmas'; Ada Hunter and Annetta Turner, "Swans on the Lake"; Jennifer Schmutz, Dana Lee and Monica Stratton, "Disco Mickey Mouse"; Emily Shea, a gymnastics routine; Jo Ann Jamerson, "The Way We Were"; Christy Tucker, a gymnastics routine to "The Good Ship Lollipop"; and Scott Drinkard, "Polonaise in A Minor."

Also performing will be Mike McCoy, "Music is My Life"; Karen Stevens, Duane Hamlet, Tina Moore and Tambra Hamlet, "A Friendly Game of Charades"; Kandy Driskill and Cindy Clark, "Another Day in the Park with Henry the Hobo"; Tony Bailey, "Swing Low Sweet Chariot"; Lisa Williamson, "Music Box Dancer"; Anne Hancock, "The Matador"; Lisa Gray, "Butterfly"; Sandra Jones, "Dixie Rides Again"; Diane Hamlett "Day at the Park"; Robert Croner, "Fat Back Band"; and Tiffany Royal, "Little Orphan Annie."

Senior 4-H'ers involved in the program include: Lisa Moore, "The Wallflower"; Terri Nash, "Can't Say No"; David Caldwell, Laurie McLean, Rhonda Nash and Allen Smith, "Mr. Bill Band"; Maureen O'Donnell and Eileen O'Donnell, "If"; David Hancock, "Killing Me Softly"; Laura Walton, "Bridge Over Troubled Waters"; Cheryl Walton and Susan Farris, "You're My World"; and Marlene Watkins and Sandra Watkins with a dance routine.

Other 4-H'ers participating in Share-the-Fun program last week included: Becky Chamberlain, Renee Harris, Nancy Wooldridge, Stefanie Martin, Jeannice Bartelt, Dale Robinson, Ron Scruggs, Walter Daniel, Jack Baker, Lisa Gillispie, Leigh Ann Taylor, Ed Doss, Steven Woods, April Archer, Billy Carter, Cheryl Austin, Brett Marston, Lisa Campbell, Traci Moore, Nancy Cole, Cheryl Simpson, Amy Kerr, Florence Miller, Donald Martin, Jeff Sayre, Lewis Webb, Mollie McCormick, Lee Drinkard, Angelia Jaggars, Lisa Ferguson, Martha Haley, Betsy Wingfield, Donna Davis, Florence Fleshman, Mati Servis, Billy Hogan, Joe Servis, Jessica Stanley and Laura Baker.

Also participating were: Donald Bryant, Kristi Craft, Kelly Harris, Sissy Knight, Margie Lockner, Anthony Jones, Terry Campbell, Wendy Lawson, Jonathan White, Greg Ayers, Jeff Drinkard, David Wingfield, Anne Wingfield, Larry Mabry, Jennifer Burke, Aretha Johnson, Durwood Johnson and Nina Abbitt.

Other 4-H'ers in Share-the-Fun were Katrina Archer, Kim Romanes, Michael Jones, Roni Johnson, Cindy Seamster, Susan Hart, Tracy Woods, Tracy Perkins, Teresa Burger, Karen Gillam, Beverly Goin, Donna Hamlett, Steve Hamlett, Chris Hamlett, Anita Wells, Tammy Marsh, Kevin Armentrout, Joel McCormick, Jennifer Stephens, Amanda Franklin, Kathy Beasley, Scotty Dawson, Angela Hunter, Ruth Glover, Dawn Hancock, Jill Hudson, Angela Whitmer, Renita Mullins, Amy Shea, Mary Beth Drinkard, Angie Jamerson, Cheryl Litchford, Lorri Perrow, Micki Wells, Ronald Thomas, Kevin Sheffield and Charlie Brinkley.

Other participants included: Renee Glover, Gina McCormick, Susette Ranson, Leslie Ranson, Sally Coleman, Becky Bass, April Talbot, Townley Smoak, Marie Neathawk, Alfredi Wheeler, Michelle Romanac, Ursula Grishaw, Darryl Hurt, Teresa Hurt, Tonya Broggin, and Todd Nash.

4-H'ers participating in Share-the-Fun at Pamplin Elementary School included: Marie Freeman, Kellie Tolley, Clarke Campbell, Michael Cobbs, Tyrone Scott, Timmy Elliott, Jimmy Faller, Tammy Irby, Latrese Lee, Leroy Wooldridge, Darrell Richardson, Timmy Peters, Shawn Walker, Lloyd Wesley, Roger Jackson, Amy Morris, Linny Wesley, Alice Jackson, Janet Baldwin, Holly Neville, Cindy Varner, Jamie Baldwin, Roger Bates, Craig Ranson, Arlene